Growth Rate of Advertisement Industry

†1438. SHRI RAJIV RANJAN SINGH 'LALAN':
SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the advertisement industry has made progress during last years;

(b) if so, the average annual growth rate of the industry during each of the last three years; and

(c) the estimated contribution of electronic media, print media etc. in this growth rate?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) This information is not maintained by this Ministry. Howevér, an extract from a recent report of the Economic Times on the Entertainment Sector showing total ad spend since 1990 and projection upto 2005 is enclosed as Statement.

Statement

Ad Spend and Media Distribution in India

(Rupees in Crore)

	Total ad Spend	Growth Rate	News paper Spend	News-paper %	TV Spend	TV %	Radio Spend	Radio %	Cinema Spend	Cinema %	Out-door Spend	Out-door %
1	2	3	4	5	6	7	8	9	10	11	12	13
1990	1,435	16.9	1,050	73.2	254	17.7	40	2.8	6	0.4	85	5.9
1991	1,721	19.9	1,225	71.2	350	20.3	50	2.9	6	0.4	90	5.2
1992	2,094	21.7	1.460	69.7	430	20.5	75	3.6	7	0.3	122	5.8
1993	2,514	20.1	1,735	69.0	500	19.9	80	3.2	9	0.4	140	5.6
1994	3,050	21.3	2.022	66.3	750	24.6	90	3.0	8	0.3	180	5.9
1995	3,909	28.2	2,450	62.7	1,120	28.7	100	2.6	9	0.2	230	5.9
1996	4,727	20.9	2,795	59.1	1,552	32.8	110	2.3	10	0.2	260	5.5
1997	5,690	20.4	3,258	57.3	1,969	34.6	130	2.3	13	0.2	320	5.6
1998	6,824	19.9	3,820	56.0	2,460	36.1	145	2.1	15	0.2	384	5.6
1999E	8,189	20.0	4,496	54.9	3,112	38.0	100	1.2	18	0.2	463	5.7
2000E	9,827	20.0	5,206	53.0	3.931	40.0	113	1.2	22	0.2	555	5.7

†Original notice of the question was received in Hindi.

1	2	3	4	5	6	7	8	9	10	11	12	13
2001E	12,283	25.0	6,280	51.1	5,024	40.9	215	1.8	27	0.2	737	6.0
2002E	14,740	20.0	7,190	48.8	6,264	42.5	368	2.5	32	0.2	884	6.0
2003E	17,688	20.0	8,446	47.8	7,673	43.4	531	3.0	39	0.2	999	5.7
2004E	21,225	20.0	9,976	47.0	9,261	43.6	743	3.5	47	0.2	1,199	5.7
2005E	25,470	20.0	11,716	46.0	11,240	44.1	1.10.9	4.0	56	0.2	1,439	5.7

Discontinuance of DD News Channel

1439. SHRIMATI AMBIKA SONI:
SHRI SURESH KALMADI:

Will The Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Prasar Bharati is planning to discontinue DD News Channel;

(b) if so, the amount of loss, so far, since its commencement;

(c) whether Prasar Bharati failed miserably to popularize the channel when other news channels are so popular; and

(d) whether Government have indentified the officers who are responsible for the huge losses and defaming Doordarshan?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) As a part of Doordarshan restructuring, Prasar Bharati has, in principle, taken a decision to close down DD News and Current Affairs Channel due to its high cost and low visibility. The Board also decided that DD National Channel, which has the highest reach, will carry more programmes on news and current affairs to fulfil the mandate of public service broadcasting more effectively.

(c) and (d) Do not arise.

Marketing of International Sports events by Doordarshan

1440. SHRI S. RAMACHANDRAN PILLAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan suffered a loss of Rs. 140.88 crore in the marketing of international sports events through the Sports Marketing Consortium during 1999-2000;